Motivating Online Learners

Betha Gutsche,
WebJunction Programs Director
eLearning in the balance

- Peer learning
- Chunked, patterns
- Learner control

Strengths
eLearning in the balance

Room for improvement
“learners will become ever more accountable for their own learning, looking less and less to the presence of the teacher”

-Sian Bayne, Instructor, U of Edinburgh
If you want your staff to come up with innovative ways to improve library service,

- Offer a cash bonus
- Offer an iPad or other cool tech “toy”
- Offer a day to work on whatever they want
Autonomy strategies
Flipped classroom

instruction occurs at home (video)

“homework” is done in the classroom

increase personalization

increase interaction and group work

Photo: flip by dcJohn on Flickr
MOOCs

M = massive
O = open
O = online
C = course

“a MOOC is new territory not because it is online, but because of its scale”

-Jen Ross, Instructor, U of Edinburgh
Self Directed Achievement

“A culture of lifelong learning...begins with me.”

1 goal
1 hour every week
= culture change
Mastery strategies
Collaboration

...is an element of game play

Photo: Study group by UBC on Flickr
Level up

Grades
A
assign learners’ status

B

Points
Encourage learners to climb higher

C

D

20
40
60
80
100
120
Fail forward

"the more I fail, the faster I learn!"
Digital badges

Recognition for gaining skills
Collect in a virtual backpack
Share with peers & managers
Purpose
Purpose

Photo: Edinburgh public library by only alice on Flickr
Mapping the mix

Autonomy  Mastery

- Flipped classroom
- MOOCs
- Self-directed achievement

Self-paced

Social media
- FB
- etc.
- G+

Collaboration

Level up

Fail forward

Digital badges

Live online
- videos
- S-P courses
- tutorials

Facilitated
- webinar
- G-hangout
- forums
- G-groups

Purpose
Image attributions

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